

# fashion calendar

january

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january — 1959

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RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

8 EAST 77th STREET

NEW YORK 21, NEW YORK

TRAFALGAR 9-2343

1958

18th YEAR • A WEEKLY PUBLICATION



## FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING SATURDAY, JULY 12, 1958</u>			
Thursday July 10 10:30 A.M.	PREVIEW OF FALL MILLINERY Mr. John will invite the press to preview his Fall millinery. By invitation. Publicity: Toni Woodward, MU. 8-4906.	MR. JOHN	53 EAST 57TH STREET SALON
Saturday July 12 12:00 Noon Buffet	GALA OPEN HOUSE FOR VISITING PRESS Buffet luncheon for visiting press and showing of Fall woolen fabrics at Forstmann's new offices. Buffet, 12:00 Noon to 1:30 P.M.; showing, 1:30 P.M. to 3:00 P.M. By invitation. Publicity: Adelia Bird Ellis, PE. 6-3500.	FORSTMANN, INC.	1407 BROADWAY SHOWROOM - 15TH FLOOR
Saturday July 12 4:00 P.M.	MILLINERY SHOWING FOR OUT-OF-TOWN PRESS "Varadero Collection"--showing of John Frederics' Fall millinery, inspired by his trip to Cuba. By invitation. Publicity: Joseph Mann, CI. 7-7745.	JOHN FREDERICS	6 WEST 57TH STREET SALON - 7TH FLOOR
Saturday July 12 6:00 P.M.	VISITING PRESS SHOWING OF FALL HATS William J. will invite the out-of-town editors to view his Fall millinery. For invitations, contact: CI. 5-8956.	WILLIAM J.	44 WEST 54TH STREET SALON
<u>WEEK BEGINNING SUNDAY, JULY 13, 1958</u>			
Sunday July 13 8:30 A.M.- 7:00 P.M.	OPEN HOUSE FOR VISITING PRESS Boutique showing of Borg's new fabrics and coat silhouette; coordinated group of new Countess Mara men's accessories; handkerchiefs and neckwear by Kimball. Contact: PL. 7-5809.	BORG; J. H. KIMBALL; COUNTESS MARA	MARY MARSH ASSOCIATES 2 W. 46TH - RM. 1606
Sunday July 13 11:00 A.M. Breakfast	MILLINERY SHOW FOR OUT-OF-TOWN PRESS Emme will invite the visiting editors to a showing of her millinery collection for Fall. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	EMME, INC. (19 WEST 57TH ST.)	SHERRY NETHERLAND CRYSTAL PAVILION
Sunday July 13 12:00 Noon	MILLINERY SHOW FOR OUT-OF-TOWN PRESS Preview for visiting editors of Laddie Northridge's Fall millinery. By invitation. Publicity: Maud G. Moody, LE. 2-5562.	LADDIE NORTHRIDGE	16 WEST 57TH STREET SALON
Sunday July 13 1:00 P.M.- 3:00 P.M. Luncheon	FALL MILLINERY SHOW FOR VISITING PRESS The Millinery Institute of America (Auxiliary Member, N.Y.D.I.--See Pg.2) will invite the out-of-town editors to a luncheon showing of the Millinery Creators' Fall hat collections. By invitation. Publicity: Communications Counselors, 750 Third Ave., OX. 7-7330.	MILLINERY INSTITUTE OF AMERICA	TRADER VIC 7 EAST 58TH STREET



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Sunday July 13 3:00 P.M.	MILLINERY SHOW FOR OUT-OF-TOWN PRESS Sally Victor will present her Fall millinery collection to visiting press. By invitation. Publicity: Mildred Josephs, PL. 3-7450.	SALLY VICTOR	18 EAST 53RD STREET \$ALON - 9TH FLOOR
Sunday July 13 3:00 P.M.- 5:00 P.M.	"MAD TEA PARTY" FOR VISITING PRESS Lilly Dache ( <u>Auxiliary Member, N.Y.D.I.--See Below</u> ) will invite the out-of-town and local editors to a tea party. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	LILLY DACHE (GENERAL BEAUTY PROD.)	78 EAST 56TH STREET
Sunday July 13 3:00 P.M.- 8:00 P.M.	OPEN HOUSE FOR VISITING PRESS Helena Rubinstein will invite the out-of-town editors to her home for Open House. By invitation. Contact: Amy Blaisdell, EL. 5-2100.	HELENA RUBINSTEIN	625 PARK AVENUE
Sunday July 13 5:00 P.M. Cocktails	MILLINERY PREVIEW FOR VISITING PRESS The out-of-town editors will preview Mr. Arnold's Fall hats. By invitation. Contact: Miss Jean, PL. 1-3284.	MR. ARNOLD	HOTEL PLAZA PERSIAN ROOM
Sunday July 13 7:00 P.M. Dinner	FALL SILK FASHION SHOW FOR VISITING PRESS The International Silk Association, U.S.A. ( <u>Auxiliary Member, N.Y.D.I.--See Below</u> ) will invite the out-of-town and local editors to a dinner and showing. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	INTERNATIONAL SILK ASS'N, U.S.A.	WALDORF-ASTORIA SERT ROOM

NEW YORK DRESS INSTITUTE'S THIRTY-FIRST NATIONAL PRESS WEEK (July 13 - 19, 1958)

Fall collections of leading designers (30 members, 15 auxiliary and 3 group showings) for visiting press. By invitation. Press Director: Eleanor Lambert, MU. 8-2130.

<u>Sun., July 13...</u>	1:00 P.M.	MILLINERY INST. OF AMER.-Lunch (Aux.).	TRADER VIC-7 E.58
	3:00 P.M.	LILLY DACHE (Aux.) . . . . .	78 EAST 56 STREET
	7:00 P.M.	INT'L SILK ASS'N, U.S.A. (Aux.). . . . .	WALDORF-SERT ROOM
<u>Mon., July 14...</u>	8:00 A.M.	BUFFET BREAKFAST. . . . .	WALDORF-JADE ROOM
	8:30 A.M.	"WATCH FOR" FORUM . . . . .	WALDORF-JADE ROOM
	(8:30 A.M.-	CAPEZIO (Aux.) . . . . .	
	(5:30 P.M.	Monday through Friday). . . . .	9 WEST 61ST STREET
	9:00 A.M.	TRIGERE. . . . .	WALDORF-JADE ROOM
	10:00 A.M.	DAVIDOW. . . . .	WALDORF-JADE ROOM
	11:00 A.M.	CHRISTIAN DIOR, NEW YORK . . . . .	730 FIFTH AVENUE
	12:30 P.M.	WELCOME LUNCHEON. . . . .	WALDORF-SERT ROOM
	2:00 P.M.	MONTE-SANO & PRUZAN. . . . .	WALDORF-JADE ROOM
	3:00 P.M.	HERBERT SONDHEIM. . . . .	WALDORF-JADE ROOM
	4:00 P.M.	PAUL PARNES (Beni Claire). . . . .	WALDORF-JADE ROOM
	5:00 P.M.	HANNAH TROY . . . . .	WALDORF-JADE ROOM
	6:00 P.M.	WATCHMAKERS OF SWITZERLAND (Aux.) . . . . .	WALDORF-EMPIRE RM.
	8:00 P.M.	SHIP 'N SHORE THEATRE PARTY (Aux.). . . . .	MARTIN BECK-W.45
<u>Tues., July 15...</u>	8:00 A.M.	BUFFET BREAKFAST. . . . .	WALDORF-JADE ROOM
	8:30 A.M.	CLAIRE McCARDELL CLOTHES by TOWNLEY . . . . .	WALDORF-JADE ROOM
	9:30 A.M.	HARVEY BERIN (Karen Stark). . . . .	WALDORF-JADE ROOM
	10:30 A.M.	PATTULLO-JO COPELAND . . . . .	WALDORF-JADE ROOM
	11:30 A.M.	SAMUEL WINSTON (Roxane) . . . . .	WALDORF-JADE ROOM
	12:30 P.M.	SHIP 'N SHORE-Luncheon (Aux.) . . . . .	WALDORF-SERT ROOM

(Continued on next page)



## DATE

## WHAT'S GOING ON

## GIVEN BY

## WHERE

## THIRTY-FIRST NATIONAL PRESS WEEK (Continued from Page 2)

<u>Tues., July 15...</u>	2:30 P.M.	GRENELLE-ESTEVEZ (Luis Estevez)	WALDORF-JADE ROOM	
(Continued)	3:30 P.M.	ORIGINALA	WALDORF-JADE ROOM	
	4:30 P.M.	CEIL CHAPMAN	WALDORF-JADE ROOM	
	5:30 P.M.	COTY, INC. (Aux.)	WALDORF-LOUIS XVI	
	7:00 P.M.	N.W. AYER & SON-Dinner (Aux.)	EMPIRE & SERT RMS.	
<u>Wed., July 16...</u>	8:00 A.M.	NAPIER JEWELRY-Breakfast (Aux.)	WALDORF-JADE ROOM	
	9:00 A.M.	EDWARD ABBOTT (Wilson Folmar)	WALDORF-JADE ROOM	
	10:00 A.M.	BRANEIL (Hilda Altmark)	WALDORF-JADE ROOM	
	11:00 A.M.	HARRY FRECHTEL	WALDORF-JADE ROOM	
	12:00 Noon	CLAIROL-Luncheon (Aux.)	STARLIGHT ROOF	
	2:00 P.M.	ADELE SIMPSON	530 7TH (23 FL.)	
	3:00 P.M.	LARRY ALDRICH	530 7TH (12 FL.)	
	4:00 P.M.	MOLLIE PARNIS	530 7TH (18 FL.)	
	5:30 P.M.	FUR INFO. & FASHION COUNCIL (Aux.)	WALDORF-JADE ROOM	
	8:00 P.M.	SCHIFFLI THEATRE PARTY (Aux.)	ALVIN-250 W. 52ND	
<u>Thurs., July 17...</u>	8:00 A.M.	<u>Young Fashion Creators of America:</u> RICHARD COLE, MALCOLM CHARLES, MERVIN ROSS, MISS AMERICA-Breakfast		WALDORF-JADE ROOM
	10:00 A.M.	BEN REIG	498 7TH (23 FL.)	
	11:00 A.M.	MAURICE RENTNER	498 7TH (16 FL.)	
	12:30 P.M.	ALAMAC KNITTING MILLS-Luncheon (Aux.)	WALDORF-EMPIRE RM.	
	2:00 P.M.	JANE DERBY	WALDORF-JADE ROOM	
	3:00 P.M.	GEORGE CARMEL	WALDORF-JADE ROOM	
	4:00 P.M.	OLEG CASSINI	WALDORF-JADE ROOM	
	5:00 P.M.	ANNE FOGARTY	WALDORF-JADE ROOM	
<u>Fri., July 18...</u>	8:30 A.M.	BUFFET BREAKFAST	WALDORF-JADE ROOM	
	9:00 A.M.	BEN ZUCKERMAN	WALDORF-JADE ROOM	
	10:00 A.M.	WILLIAM FOX-VISIONI	WALDORF-JADE ROOM	
	11:00 A.M.	B. H. WRAGGE	WALDORF-JADE ROOM	
	12:00 Noon	<u>Junior Group: JUNIOR SOPHISTICATES,</u> MR. MORT, DANI JRS. for DAN MILLSTEIN- Luncheon		WALDORF-JADE ROOM
	2:00 P.M.	TINA LESER	WALDORF-JADE ROOM	
	3:00 P.M.	<u>Variety Group: LEONARD ARKIN, LEE</u> CLAIRE, HELEN LEE, MAM'ELLE, SUZY FERETTE		WALDORF-JADE ROOM
	8:00 P.M.	PELLON THEATRE PARTY (Aux.)	CORT-138 W. 48TH	
<u>Sat., July 19...</u>	9:30 A.M.	RITTER BROS.-Breakfast (Aux.)	PLAZA-TERRACE RM.	
	12:00 Noon-	ELLEN LIND ASSOCIATES (Aux.) Matinee		
	Midnight	at Oakdale Music Theatre--Joan Blondell, "New Girl In Town"--Cocktail, Dinner		WALLINGFORD, CONN.

Monday	SHOE FASHIONS FOR	CAPEZIO, INC.	9 WEST 61ST STREET
July 14-	VISITING PRESS		NEW SHOWROOM
July 18	Capezio (Auxiliary Member, N.Y.D.I.--See Pg. 2) will present Fall and		
8:30 A.M.-	Winter shoes, "Stenwear" and "Leotites" to visiting and local press,		
5:30 P.M.	8:30 A.M. to 5:30 P.M. daily. By invitation. Publ: Marya Morton, JU.6-2150.		
July 14	8:30 A.M.	"WATCH FOR" FORUM (N.Y.D.I.--See Pg. 2)	WALDORF-JADE ROOM.
July 14	9:00 A.M.	TRIGERE (N.Y.D.I.--See Pg. 2)	WALDORF-JADE ROOM.



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
July 14	<u>10:00 A.M.</u> - DAVIDOW (N.Y.D.I.--See Pg. 2)	WALDORF-	JADE ROOM.
July 14	<u>11:00 A.M.</u> - CHRISTIAN DIOR (N.Y.D.I.--See Pg. 2)	730 FIFTH AVENUE.	
July 14	<u>12:30 P.M.</u> - WELCOME LUNCHEON (N.Y.D.I.--See Pg. 2)	WALDORF-	SERT ROOM.
Monday July 14-	"SPORTS..ILLUSTRATED IN NEW YORK CITY "	SPORTS ILLUSTRATED MAGAZINE	ROCKEFELLER CENTER LOWER PLAZA
July 19	Sports and Fall spectator fashions by Saks Fifth Avenue, presented daily at 12:30 P.M.- 12:30 P.M., in cooperation with "Sports Illustrated" Magazine. Exhibition of diving, tennis, golf, basket ball by leading sports stars. Publicity: Eleanor Montville, JU. 6-1212.		
July 14	<u>2:00 P.M.</u> - MONTE-SANO & PRUZAN (N.Y.D.I.--See Pg. 2)	WALDORF-	JADE ROOM.
July 14	<u>3:00 P.M.</u> - HERBERT SONDHEIM (N.Y.D.I.--See Pg. 2)	WALDORF-	JADE ROOM.
July 14	<u>4:00 P.M.</u> - PAUL PARNES-Beni Claire (N.Y.D.I.--See Pg. 2)	WALDORF-	JADE ROOM.
Monday July 14	FASHIONS IN WOMEN'S AND MEN'S WATCHES	THE WATCHMAKERS OF SWITZERLAND	WALDORF-ASTORIA EMPIRE ROOM
4:30 P.M.- 7:00 P.M. Cocktails	"Fashion In Time--'58", informal showing of newest watches, presented by The Watchmakers of Switzerland (Auxiliary Member, N.Y.D.I.--See Pg. 2). By invitation. Consumer Education Director: Shirley Tucker at Foote, Cone & Belding, MU. 8-5000. Publicity: Elizabeth Maher Assoc., EL. 5-4248.		
July 14	<u>5:00 P.M.</u> - HANNAH TROY (N.Y.D.I.--See Pg. 2)	WALDORF-	JADE ROOM.
Monday July 14	PRESS PREVIEW OF FALL JEWELRY COLLECTION	TRIFARI, KRUSSMAN AND FISHEL, INC.	16 EAST 40TH STREET SHOWROOM - 4TH FLOOR
6:00 P.M.- 9:00 P.M.	Trifari will invite visiting and local fashion editors to cocktails, dinner and an informal showing of their Fall and Winter costume jewelry collection. By invitation. Publ.: Dorothy Lansing, 165 E. 66th St., RE. 7-3347.		
Monday July 14	THEATRE PARTY FOR VISITING PRESS	SHIP 'N SHORE	MARTIN BECK THEATRE 45TH ST. (W. OF 8TH)
8:00 P.M. (Curtain- 8:30 P.M.)	Ship 'n Shore (Auxiliary Member, N.Y.D.I.--See Pg. 2) will invite the press to a performance of "Who Was That Lady?", co-starring Peter Lind Hayes and Mary Healy. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.		
Monday July 14-	OPEN HOUSE FOR VISITING PRESS	BRITTANY COATS (HENRY FRIEDRICKS CO.)	205 WEST 39TH STREET SHOWROOM - 13TH FLOOR
July 18	Henry Friedrichs will present their Fall coat collection to the visiting press at continuous showings. Contact: Alan R. Baron, PE. 6-8867.		
Monday July 14-	OPEN HOUSE SHOWING OF JEWELRY FASHIONS	THE NAPIER CO.	530 FIFTH AVENUE SHOWROOM - 22ND FLOOR
July 18	Continuous showings for out-of-town and local press of jewelry and boutique gifts, 9:00 A.M. to 5:30 P.M. daily. Publ.: Kathleen Mundin, YU. 6-6633.		
Monday July 14-	OPEN HOUSE FOR VISITING PRESS	LEATHER INDUSTRIES OF AMERICA	411 FIFTH AVENUE SHOWROOM
July 18	"The Unbroken Line Leads To Leather"--preview of the entire leather and shoe market for local and visiting press. By invitation. Publicity: Billie Gould, MU. 6-7956.		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday July 14- July 18 4:30 P.M.	DAILY SHOWING FOR VISITING PRESS Showing of Fall collection daily, 4:30 P.M.-5:30 P.M. (tea), for visiting press. Publicity: Virginia Dickson, OX. 5-1838 or LQ. 3-4358.	VERA MAXWELL	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR
July 15	<u>8:30 A.M.</u> - CLAIRE MCCARDELL CLOTHES BY TOWNLEY (N.Y.D.I.--See Pg.2).		
July 15	<u>9:30 A.M.</u> - HARVEY BERIN-Karen Stark (N.Y.D.I.--See Pg.2)		WALDORF-JADE ROOM.
July 15	<u>10:30 A.M.</u> - PATTULLO-JO COPELAND (N.Y.D.I.--See Pg. 2)		WALDORF-JADE ROOM.
July 15	<u>11:30 A.M.</u> - SAMUEL WINSTON-Roxane (N.Y.D.I.--See Pg. 2)		WALDORF-JADE ROOM.
Tuesday July 15 12:00 Noon Luncheon	MILLINERY DIVISION LUNCHEON MEETING "The Renaissance of Millinery--Top Fashion"--showing of Fall hats. Commentator: Maud G. Moody. Co-Chairmen: Conoldine Burnett and Kitty D'Alessio. Price: \$6.50, members; \$7.50, guests. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Tuesday July 15 12:30 P.M. Luncheon	FALL BLOUSE SHOW FOR VISITING PRESS Ship 'n Shore (Auxiliary Member, N.Y.D.I.--See Pg.2) will invite out-of-town and local editors to their Fall blouse luncheon and show. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	SHIP 'N SHORE	WALDORF-ASTORIA EMPIRE ROOM
July 15	<u>2:30 P.M.</u> - GRENELIE-ESTEVEZ-Luis Estevez (N.Y.D.I.--See Pg. 3)		WALDORF-JADE.
July 15	<u>3:30 P.M.</u> - ORIGINIAIA (N.Y.D.I.--See Pg. 3)		WALDORF-ASTORIA - JADE ROOM.
July 15	<u>4:30 P.M.</u> - CEIL CHAPMAN (N.Y.D.I.--See Pg. 3)		WALDORF-ASTORIA - JADE ROOM.
Tuesday July 15 5:30 P.M. Cocktails	COCKTAIL PARTY FOR VISITING PRESS "French Spice" Party--Coty (Auxiliary Member, N.Y.D.I.--See Pg. 3) will invite visiting and local press. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	COTY, INC. (612 FIFTH AVENUE)	WALDORF-ASTORIA LOUIS XVI RM - 3RD FL.
Tuesday July 15 7:00 P.M. Cocktails- Dinner	DIAMOND DINNER FOR VISITING PRESS N.W.Ayer & Son, Inc. (Auxiliary Member, N.Y.D.I.--See Pg. 3) will show diamonds by Cartier, Tiffany, Van Cleef & Arpels, Harry Winston. Gowns by Scaasi. Cocktails at 7:00 P.M., Empire Room. Dinner at 8:00 P.M., Sert Room, entertainment. By invitation. Publ.: Mildred Kosick, PL. 7-5700.	N.W. AYER & SON, INC. (30 ROCKEFELLER PLAZA)	WALDORF-ASTORIA SERT-EMPIRE ROOMS
Wednesday July 16 7:30 A.M.- 11:30 A.M.	INFORMAL BUFFET: FALL SHOE FASHIONS An exhibition of Autumn '58 shoe news related to costume trends in "The Twenty-Four Hour Story." For visiting and local press, by invitation. Publicity: Kay Davidge, MU. 8-7841.	ANDREW GELIER	SHERATON-EAST (BALLRM) (FORMERLY AMBASSADOR)
July 16	<u>8:00 A.M.</u> - NAPIER JEWELRY (Auxiliary, N.Y.D.I.--See Pg. 3)		WALDORF-JADE RM.
July 16	<u>9:00 A.M.</u> - EDWARD ABBOTT-Wilson Folmar (N.Y.D.I.--See Pg.3)		WALDORF-JADE.



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday July 16 9:30 A.M. Breakfast	PRESS PREVIEW: MID-SUMMER FURNITURE Press breakfast followed by preview of Mid-summer furniture on 9th floor. By invitation. Publicity: Rene Kuhn, OX. 5-4400, Ext. 2683.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
July 16	10:00 A.M. - BRANELL-Hilda Altmark (N.Y.D.I.--See Pg. 3)		WALDORF-JADE ROOM.
July 16	11:00 A.M. - HARRY FRECHTEL (N.Y.D.I.--See Pg. 3)		WALDORF-JADE ROOM.
Wednesday July 16 12:00 Noon Luncheon	FALL HAIR STYLING AND COLORING SHOW New Fall hairstyles and haircoloring will be presented by Clairol (Auxiliary Member, N.Y.D.I.--See Pg. 3) to visiting and local press. By invitation. Contact: Terry Grimes, OR. 5-0700.	CLAIROL, INCORPORATED (510 SIXTH AVENUE)	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday July 16 12:30 P.M. Luncheon	PREVIEW OF NEW INTERLINING FOR COATS "Earl-Glo Warmer"---lightweight combination of lining-interlining, exhibited in men's, women's, children's outerwear. By invitation. Publ: Edward M. Meyers Associates, 43 W. 54th St., JU. 2-2224.	N. ERLANGER, BLUMGART & CO., INC.	TOOTS SHOR RESTAURANT 51 WEST 51ST STREET
July 16	2:00 P.M. - ADELE SIMPSON (N.Y.D.I.--See Pg. 3)		530 7TH (23 FL.).
July 16	3:00 P.M. - LARRY ALDRICH (N.Y.D.I.--See Pg. 3)		530 7TH (12 FL.).
July 16	4:00 P.M. - MOLLIE PARNIS (N.Y.D.I.--See Pg. 3)		530 7TH (18 FL.).
July 16	5:30 P.M. - FUR INFO. & FASHION COUNCIL (N.Y.D.I.--See Pg. 3)		WALDORF-JADE.
Wednesday July 16 8:00 P.M.	THEATRE PARTY FOR VISITING PRESS Schiffli (Auxiliary Member, N.Y.D.I.--See Pg. 3) will invite the press to see a performance of "Oh Captain!" produced by Jose Ferrer. (Curtain at 8:30 P.M.) Cocktail party with cast after the show. By invitation. Contact: Schiffli, 591 Summit Ave., Jersey City, SWarthmore 5-2347.	SCHIFFLI LACE AND EMBROIDERY INSTITUTE	ALVIN THEATRE 250 WEST 52ND STREET
July 17	8:00 A.M. - YOUNG FASHION CREATORS (N.Y.D.I.--See Pg. 3)		WALDORF-JADE ROOM.
Thursday July 17 8:45 A.M.- 10:00 A.M. Breakfast	PRESS SHOWING OF FALL DRESSES R & K Originals will present their Fall and Winter dress collection to the press. Breakfast at 8:45 A.M. Showing at 9:30 A.M. By invitation. Publicity: Lorein Eyerly, PE. 6-0900.	R & K ORIGINALS, INC. (1400 BROADWAY)	HOTEL PLAZA TERRACE ROOM
July 17	10:00 A.M. - BEN REIG (N.Y.D.I.--See Pg. 3)		498 7TH (23 FL.).
July 17	11:00 A.M. - MAURICE RENTNER (N.Y.D.I.--See Pg. 3)		498 7TH (16 FL.).
Thursday July 17 12:30 P.M. Luncheon	PRESS PREVIEW: FASHIONS IN ALAMAC KNIT FABRICS Alamac Knitting Mills (Auxiliary Member, N.Y.D.I.--See Pg. 3) will invite the visiting and local press to preview women's, men's, boys' and girls' Fall fashions. By invitation. Show Coordinator: Margaret Hodge, FL.5-7630. Contact: Astrid Thal, at Alamac, OX. 5-1445. Publ: Will Gagen or Kurt Ross, Fashion Bureau, 128 E. 37 St., OR. 9-6996.	ALAMAC KNITTING MILLS (1412 BROADWAY)	WALDORF-ASTORIA EMPIRE ROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
July 17	<u>2:00 P.M.</u> - JANE DERBY (N.Y.D.I.--See Pg.3)		WALDORF-JADE ROOM.
Thursday July 17 2:30 P.M. Hawaiian Cocktails	PRESS PREVIEW: NEW "COULEUR" FUR PROCESS "Fabulous Phaff"--presentation of exclusive new process in pastelling of "hare", perfected after 7 years by chemist V. Fierini. Showing of car coats, ski suits, peddle pushers, swim suits, as well as coats. Guest of honor: Vivian Blaine. By invitation. Publicity: Milton Blackstone, 565 Fifth Avenue, OX. 7-6077.	ARTHUR PHAFF	307 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
July 17	<u>3:00 P.M.</u> - GEORGE CARMEL (N.Y.D.I.--See Pg. 3)		WALDORF-JADE ROOM.
July 17	<u>4:00 P.M.</u> - OLEG CASSINI (N.Y.D.I.--See Pg. 3)		WALDORF-JADE ROOM.
July 17	<u>5:00 P.M.</u> - ANNE FOGARTY (N.Y.D.I.--See Pg. 3)		WALDORF-JADE ROOM.
Thursday July 17 5:00 P.M.- 7:30 P.M. Buffet	OPEN HOUSE PREVIEW JEWELRY COLLECTIONS Preview for visiting and local press of jewelry fashions by Coro and couturier jewelry by Vendome. By invitation. Publicity: Ann R. Silver Associates, 551 Fifth Avenue, MU. 7-8654.	CORO, INC.	47 WEST 34TH STREET SHOWROOM - 3RD FLOOR
July 18	<u>9:00 A.M.</u> - BEN ZUCKERMAN (N.Y.D.I.--See Pg. 3)		WALDORF-JADE ROOM.
July 18	<u>10:00 A.M.</u> - WILLIAM FOX-VISIONI (N.Y.D.I.--See Pg. 3)		WALDORF-JADE ROOM.
July 18	<u>11:00 A.M.</u> - B. H. WRAGGE (N.Y.D.I.--See Pg. 3)		WALDORF-JADE ROOM.
July 18	<u>12:00 Noon</u> - JUNIOR GROUP (N.Y.D.I.--See Pg. 3)		WALDORF-JADE ROOM.
July 18	<u>2:00 P.M.</u> - TINA IESER (N.Y.D.I.--See Pg. 3)		WALDORF-JADE ROOM.
July 18	<u>3:00 P.M.</u> - VARIETY GROUP (N.Y.D.I.--See Pg. 3)		WALDORF-JADE ROOM.
Friday July 18 8:00 P.M.	THEATRE PARTY FOR VISITING PRESS Pellon (Auxiliary Member, N.Y.D.I.--See Pg. 3) will invite the out-of-town editors to see "Sunrise At Campobello". (Curtain at 8:30 P.M.) By invita- tion. Publicity: Eleanor Lambert, MU. 8-2130.	PELLON CORP. (350 FIFTH AVENUE)	CORT THEATRE 138 WEST 48TH STREET
Saturday July 19 9:30 A.M. Breakfast	FUR PREVIEW FOR VISITING PRESS Showing of Ritter Brothers (Auxiliary Member, N.Y.D.I.--See Pg. 3) fur fashions to out-of-town press. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	RITTER BROTHERS (224 WEST 30TH ST.)	HOTEL PLAZA TERRACE ROOM
Wednesday July 23 9:30 A.M. Coffee	PRESS PREVIEW: MAURER BRIDAL FASHIONS Preview of bridal fashions at Maurer Originals' showroom. By invitation. Customer showing July 24 at 5:30 on 4th Floor at Saks 34th. Contact: Arthur See, IA. 4-7000.	SAKS 34TH	MAURER ORIGINALS 491 SEVENTH AVENUE
Thursday July 24 9:30 A.M.	PRESS PREVIEW OF FALL FURS Breakfast preview for press. By invitation. Publ.: Gloria Geis, MU. 5-2300.	ARNOLD CONSTABLE	6TH FLOOR FUR SALON



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sunday July 27- July 31	NAT'L LUGGAGE, LEATHER AND ACCESSORIES SHOW New colors, new designs and new items in luggage, trunks, brief cases, personal leather travel accessories, umbrellas, novelties and gifts. Contact: Betty Fryman, LE. 2-3960.	LUGGAGE & LEATHER GOODS MFRS. OF AMERICA, INC.	N.Y. TRADE SHOW BLDG. 500 EIGHTH AVENUE
Monday July 28 9:30 A.M. Breakfast	PRESS IREVIEW OF MID- SUMMER FURNITURE "Live With The Color You Love"--complete Fall color schemes in modern and traditional furniture. By invitation. Publ: Jane Miller, TR. 5-7200.	ABRAHAM & STRAUS (BROOKLYN)	4TH FLOOR RESTAURANT
Saturday August 2- August 6	SPRING FASHIONS IN SHOE FABRICS Individual members of National Shoe Fabric Association will show Spring fashions in shoe fabrics. Contact: Rea Lubar, OX. 7-4998.	NATIONAL SHOE FABRIC ASSOCIATION	HOTEL LEXINGTON LEXINGTON & 48 STREET
Monday August 4 11:00 A.M.	PRESS PREVIEW: COLLEGE SHOP Arnold Constable will invite the press to a preview of their College Shop opening. By invitation. Publicity: Gloria Geis, MU. 5-2300.	ARNOLD CONSTABLE	3RD FLOOR
Tuesday August 5 9:30 A.M. Breakfast	FABRIC PREVIEW: RESORT AND SPRING COTTONS "Portrait of America"--Wamsutta's New Cottons. Preview for press only, August 5, <u>breakfast</u> at 9:30, <u>show</u> at 10:00. By invitation. Buying offices and retail stores August 6, <u>breakfast</u> at 9:30, <u>show</u> at 10:00. By invita- tion. Open house for trade August 5 and 6 from 1:30 to 5:00, shows at 3:00 and 4:30. August 7 from 9:30 to 5:00, shows at 10:00, 3:30 and 4:30. Contact: Liz Daly, OX. 5-4330, Ext. 318.	WAMSUTTA MILLS	1430 BROADWAY SHOWROOM - 8TH FLOOR
Tuesday August 5- August 6	SEMI-ANNUAL LEATHER SHOW Exhibit hours: <u>August 5--9:00 A.M. to 7:00 P.M.</u> <u>August 6--9:00 A.M. to</u> 3:00 P.M. Contact: Leif C. Kronen, 411 Fifth Avenue, MU. 6-7950.	TANNERS' COUNCIL OF AMERICA, INC.	WALDORF-ASTORIA
Thursday August 7 9:30 A.M.	PRESS IREVIEW: COLLEGE AND CAREER FASHIONS Ohrbach's will preview their college and career collection to the press. By invitation. Publicity: Mark Klauser, OX. 5-4000.	OHRBACH'S	4TH FLOOR
Thursday August 7 10:00 A.M.- 12:00 Noon	PRESS PREVIEW OF DOLLS' EXHIBIT Exhibition of a varied group of antique and modern dolls, dating from the 18th century to the present day, all dressed in their original costumes, and many with complete wardrobes. Coinciding with annual convention of United Federation of Dolls' Clubs in New York on August 14, 15, 16. Open to public, Aug. 13-Oct. 12. Publicity: Ruth McAneny Loud, LE. 4-1672.	MUSEUM OF THE CITY OF NEW YORK	FIFTH AVENUE 103RD TO 104TH STS.
Sunday August 10- August 14	FIFTY-THIRD JEWELERS' CONVENTION More than 10 million dollars worth of jewelry, watches and silverware will be displayed. Contact: Charles M. Isaac, 551 Fifth Ave., MU. 2-2764.	AMER. NAT'L RETAIL JEWELERS' ASSOCIATION	WALDORF-ASTORIA
Sept. 1	LABOR DAY (Monday)--Legal Holiday.		



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Sept. 15	ROSH HASHONAH--First Day of Jewish New Year (Monday).		
Sept. 16	ROSH HASHONAH--Second Day of Jewish New Year (Tuesday).		
Friday	SEMI-ANNUAL	THE FASHION GROUP, INC.	WALDORF-ASTORIA
Sept. 19	FRENCH SHOW	(9 ROCKEFELLER PLAZA)	GRAND BALLROOM
9:00 A.M.& 12:00 Noon	The Fashion Group will present its semi-annual fashion show of French imports, at breakfast and luncheon meetings. ( <u>More details later.</u> ) Contact: CI. 7-3940.		
Sept. 22-29	NAT'L SWEATER WEEK. Contact: Knitted Outerwear Foundation, MU. 3-7520.		
Sept. 24	YOM KIPPUR--Jewish Day of Atonement (Wednesday).		

#### OPENING OF FALL COLLECTIONS IN IRELAND, ROME, FLORENCE, LONDON, PARIS

Wednesday July 16	TWO IRISH DESIGNERS <u>July 16:</u> Irene Gilbert (5:30 P.M.); Sybil Connolly.	DUBLIN, IRELAND
Beginning Thursday July 17- July 20	OPENING OF ROME COUTURE COLLECTIONS <u>July 17:</u> Accessories Exhibit; Zingone (children's house); Marini- Conterno; Luciani; Sarli; Pascarella. <u>July 18:</u> La Tessitrice dell'Isola; Eleanora Garnett; Fontana; Gattinoni. <u>July 19:</u> Gregoriana; Mingolini-Gugenheim; Giovanelli; Emilio; Litrico. <u>July 20:</u> Centinaro; Barbara; Rapuano. Contact: Centro Romano, etc., Via de' Burro, 147, Rome, Italy.	CENTRO ROMANO L'ALTA MODA ROME, ITALY
Beginning Monday July 21- July 25	OPENING OF FLORENCE COUTURE COLLECTIONS <u>July 21:</u> Millinery Show; Sportswear and Boutique; Adria; Aida; Avagolf; Baldini; Glans; Myricae; Scarabocchio; Valditovere; Vito; Mirsa; Camisene; Bertoli; Avolio. <u>July 22:</u> Sportswear and Casuals by The Fashion Houses; Carosa; Capucci. <u>July 23:</u> Guidi; Schuberth; Veneziani. <u>July 24:</u> Simonetta; Fabiani; Marucelli; Antonelli. <u>July 25:</u> Baratta; de Luca. Contact: G. B. Giorgini, 10 Lungarno Acciaiuolo, Florence, Italy.	CENTRO DI FIRENZE PER LA MODA ITALIANA FLORENCE, ITALY
Beginning Tuesday July 22- July 24	SCHEDULE OF LONDON COUTURE PREVIEWS <u>July 22:</u> Victor Stiebel; Hardy Amies; Mattli; Ronald Paterson. <u>July 23:</u> John Cavanagh; Lachasse; Charles Creed; Worth. <u>July 24:</u> Michael; Norman Hartnell; Sherard. Contact: Ann Ryan, 46 Old Bond Street, London, W.1.	INCORPORATED SOC. OF LONDON DESIGNERS LONDON, ENGLAND
Beginning Monday July 28- August 1	OPENING OF PARIS COUTURE COLLECTIONS <u>July 28:</u> Lanvin-Castillo; Patou. <u>July 29:</u> Cardin; Montaigne; Heim; Chanel; deRauch; Balmain; Bruyere. <u>July 30:</u> Carven; Desses; Gres; Nina Ricci; Revillon. <u>July 31:</u> Laroche; Maggy Rouff; Dior. <u>Aug. 1:</u> Griffe. Contact: Chambre Syndicale, 102 Rue du Faubourg, St-Honore, Paris.	CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE PARIS, FRANCE



# MOVIES...MUSIC...THEATRE

Week **THIRD WEEK:** **STADIUM CONCERTS** **LEWISOHN STADIUM, 138TH & AMSTERDAM AV.**  
 Of **Mon., July 14:** **Beethoven Festival--Erico Morini, D Major Violin Concerto.**  
 July 14 **Tues., July 15:** **Beethoven Festival--Program II. Claudio Arrau, "Emperor" Piano Concerto.**  
**Wed., July 16:** **Beethoven Festival--Program III. Josef Krips conducting the Second and "Eroica" Symphonies.**  
**Thurs. July 17:** **Beethoven Festival--Program IV. Irene Jorden, soprano; Nell Rankin, mezzo-soprano; David Poleri, tenor; Norman Treigle, bass-baritone; American Concert Choir, Ninth Symphony.**  
**Sat., July 19:** **Fiesta of Spanish Dance--Jose Greco and his Spanish Ballet. Publicity: Miss Alix Williamson, CI. 6-4462.**

**Tuesday** **PREMIERE: "CINERAMA-SOUTH SEAS ADVENTURE" WARNER THEATRE, B'WAY & 47TH ST.**  
**July 15** **The new Cinerama presentation, about adventures in the South Pacific, including Australia and New Zealand. Narrator: Orson Welles. Producer: 8:30 P.M. Carl Dudley. Music: Alex North. Publicity: Lynn Farnol, JU. 6-5777.**

**Monday** **REVIVAL: "AUNTIE MAME" N.Y. CITY CENTER, 131 WEST 55TH STREET**  
**August 11** **Sylvia Sidney stars in 3-week revival of the comedy by Jerome Lawrence and Robert E. Lee, based on novel by Patrick Dennis. Directed by: Charles Bowden. Staging from original production by Morton da Costa. Publicity: Martin Schwartz, CO. 5-2630.**

**Saturday** **GRENADIER & SCOTS GUARDS MADISON SQUARE GARDEN, 8TH AVE. & 49TH**  
**Sept. 20-** **3 performances of Her Majesty's Brigade of Guards, the Regimental Band of**  
**Sept. 21** **the Grenadier Guards and the Massed Pipers and Highland Dancers of the Scots Guards. Publicity: Frank Braden, CI. 6-5500.**

**Thursday** **OPENING: "A TOUCH OF THE POET" PRODUCERS THEATRE, 165 WEST 46TH STREET**  
**October 2** **The Eugene O'Neill play will co-star Helen Hayes, Betty Field, Eric Portman and Kim Stanley. Director: Harold Clurman. Sets: Ben Edwards. Publicity: Barry Hyams, CO. 5-4784.**

**Thursday** **OPENING: "GOLDILOCKS" LUNT-FONTANNE THEATRE, 205 W. 46TH ST.**  
**October 9** **Producers' Theatre will present the new musical by Jean and Walter Kerr. Music: Leroy Anderson. Choreography: Agnes de Mille. Starring: Ben Gazzara, Elaine Stritch and Russel Nye. Director: Walter Kerr. Publicity: Barry Hyams, CO. 5-4784.**

**Tuesday** **"THEATRE NATIONAL POPULAIRE" BROADWAY THEATRE, B'WAY AT 53RD STREET**  
**October 14-** **Direct from Paris, under the direction of Jean Vilar, this world-famous**  
**November 5** **repertory company pays this country its first visit. Featuring Gerard Philipe, Maria Casares and M. Vilar. Publ.: Martin Feinstein, CI. 5-0500.**

**Wednesday** **OPENING: "THE GIRLS IN 509" BELASCO THEATRE, 111 WEST 44TH STREET**  
**October 15** **Alfred de Liagre, Jr. will present the new comedy by Howard Teichman, set in contemporary New York, and starring Imogene Coca. Director: Bretaigne Windust. Publicity: Ben Washer, CI. 5-0740.**

**Wednesday** **OPENING: "ONCE MORE WITH FEELING" NATIONAL THEATRE, 208 WEST 41ST STREET**  
**October 22** **Martin Gabel and Henry Margolies will present the play by Harry Kurnitz. Starring: Arlene Francis and Joseph Cotten. Director: George Axelrod. Publicity: Richard Maney, CI. 7-4646.**